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PATENT  
Attorney Docket No.: 80083-670054 (016700US)  
Client Ref. No.: P-00882

KILPATRICK TOWNSEND & STOCKTON LLP

By: /Patricia A. Diehl/  
Patricia A. Diehl

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:

Corinne Bortolin et al.

Application No.: 10/676,382

Filed: September 30, 2003

For: SYSTEM AND APPARATUS FOR  
LINKING MULTIPLE REWARDS  
PROGRAMS TO PROMOTE THE  
PURCHASE OF SPECIFIC PRODUCT  
MIXES IN SUPPORT OF BROADER  
MARKETING STRATEGIES

Customer No.: 66945

Confirmation No. 9159

Examiner: Daniel Lastra

Technology Center/Art Unit: 3688

RESPONSE TO FINAL OFFICE ACTION

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Commissioner:

In response to the Final Office Action mailed May 16, 2011 on the above-  
referenced application, please enter the following remarks: